

# 2023 Impact report



**reclaimyourself**  
Explore Extraordinary Places

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# Welcome, from Jools



Welcome to our 2023 impact report. Reclaim Yourself was founded in 2005 by me, Jools Sampson, I design and direct all our trips; having run over two hundred retreats in many countries around the world.

2023 was a big year for us as we became a certified B Corp in May, after three years on the journey from self-assessment to improvements to verification. B Corp certification acknowledges our work as a purpose-driven organisation and it really fired me up about how Reclaim Yourself can be a force for good in the world.

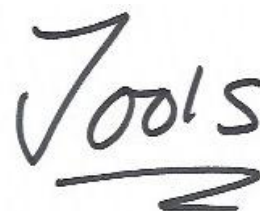
***2023 was a year of stabilising, getting clarity and commitment to our values across the business, and for making sure every single one of our retreats was exceptional.***

*By the end of 2023 we had a leaner, more committed team with space for new people to be recruited in 2024. We have higher scores on our guest experience forms and many happy customers. Our NPS score increased and we ended 2023 with the highest number of future bookings and returning customers ever.*

*I want to say a huge thank you to those who have joined us on our journey this year; our guests, teams and local hosts. We couldn't do it without you!*

*There are 18 retreats planned for 2024 and 24 retreats planned for 2025. Scaling our business means more impact, both positive, but also negative. We will double down on achieving our purpose by engaging with all of our stakeholders and by investing in local projects in the places we visit.*

If you would like to share your thoughts, ask a question or partner with us on our impact then drop me a line: [jools@reclaimyourself.co.uk](mailto:jools@reclaimyourself.co.uk)



# Our purpose, vision and mission

Our **purpose** is to help our guests get to a better place physically and mentally.

Our **vision** is of people and places made better through carefully curated, personalised yoga retreats in extraordinary places.

Our **mission** is to combine decades of global expertise and respectful local partnerships to create fun and inclusive wellness experiences.

## Our year in numbers



91% of our guests  
felt physically  
and mentally  
better

86% of our  
retreat  
locations were  
family run and  
locally owned  
businesses.

20 team  
members  
delivering our  
retreats

88.62  
NPS score

52% returning  
customers

206 retreat  
guests

15 retreats  
12 countries

3 new  
operational  
team members

# Our approach

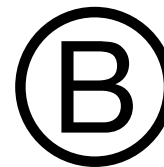


## B Corp Certified

Reclaim Yourself certified as a B Corp in May 2023 joining a movement of over 8000 other businesses (over 2000 in the UK), using business as a force for good.

You can see our profile page [here](#) and the chart below shows how our score breaks down into our impact areas.

Certified

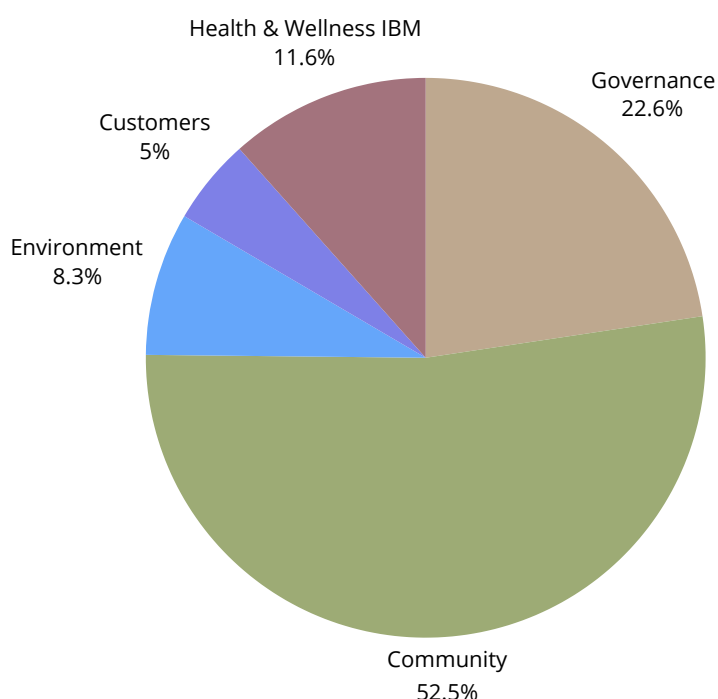


Corporation

# 90.8

### Overall B Impact Score

B Lab UK recognised us for our health and wellness impact as a part of our business model. This is based on the impact from our certified yoga teachers and therapists. However, we believe our retreats are a holistic experience and we commit to continuously improving how we measure both the short and long-term outcomes of our whole retreat experience for our guests.



We are reviewing our data and making improvements in order to be ready for our (new) fiscal year August 2024 to July 2025. We also know we are likely to have to submit under the new B Corp performance standards - so this year a gap analysis of the (draft) requirements is underway and we will report back in our 2024 impact report.

Last year we embedded ourselves into the B Corp community through joining the B Hive for certified companies and joining the industry specific [Travel By B Corp](#) group.

We also joined [The Conscious Travel Foundation](#), a global community of travel businesses on a positive impact journey. 50% of the membership fee is donated directly to their charitable projects.

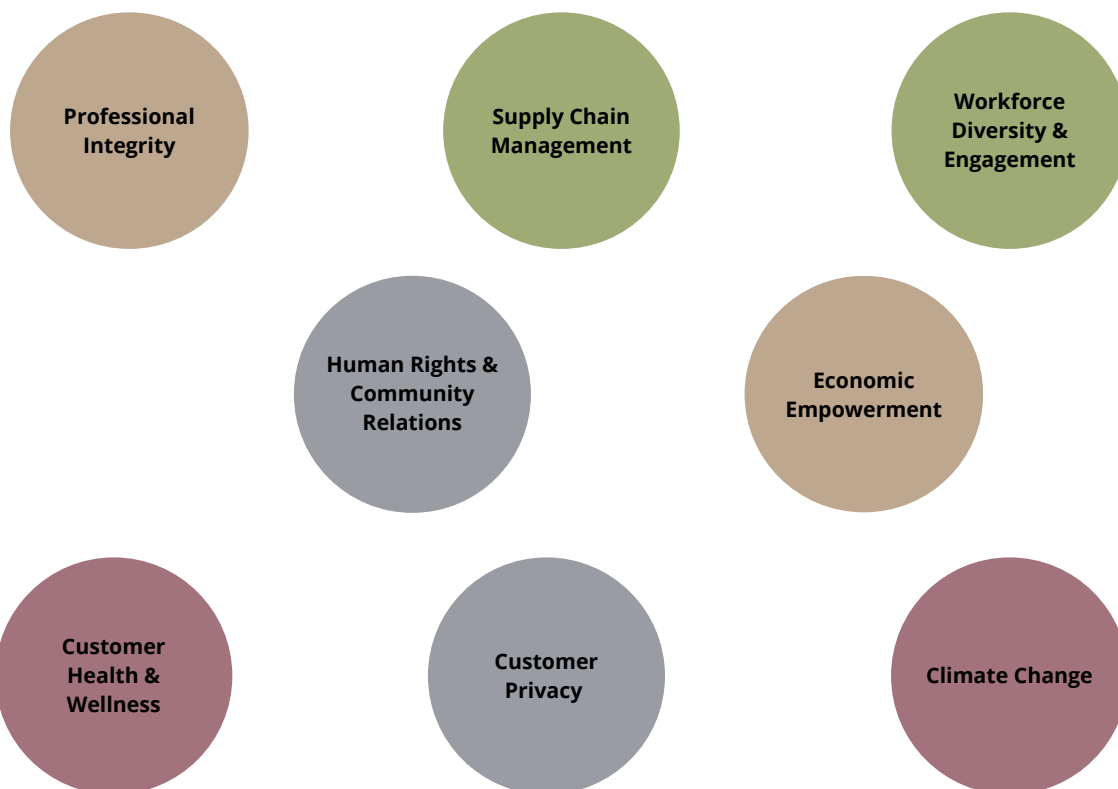


***Our governance is probably the thing which has improved the most - and continues to do so, since the beginning of our B Corp journey.***

Good governance solidifies the actions and behaviours which dictate the kind of culture that permeates an organisation.

You can't disguise your culture - as a deeply service-led business our guests experience our culture at every step of their retreat. It helps define whether or not they feel physically and mentally better at the end of their retreat.

In January 2023 we finalised our Materiality assessment, engaging with our Advisory Board, to determine our material impacts which informed our strategic sustainability roadmap.





From these material impacts we developed a Sustainability Roadmap:

Theme	Goals	2023 Objectives	2024 Objectives
People	At the end of each retreat, every single guest feels physically and mentally better than when they arrived.	Review and restructure feedback to evidence short-term outcomes for guests.	Deepen the evidence supporting our efficacy and implement a formal stakeholder engagement plan.
Places	The people and places that host our retreats and the communities that depend upon them are empowered through our partnerships.	Ensure 100% of current and new retreat locations meet our code of conduct	Work towards target of 100% of our retreat venues either independently owned or community-based projects.
People	Reclaim Yourself is an inclusive and welcoming workplace representative of the world we love to visit.	Develop a diversity statement and processes to recruit without bias.	Recruit 10 new members of staff and carry out an equity audit.
Planet	Our goal is to minimise our impact on the climate, ecosystems and biodiversity as well as to do our part to regenerate the natural world we visit.	Review emissions reductions targets and develop a realistic approach to our carbon targets aligned with what the world needs.	Compare emissions hot spots in Scope 3 with Climate risk regions that we operate in, research potential projects to support for maximum carbon sequestration or community benefit.

## What we said we would do

- Our plan was to bring another person onto our Advisory Board in 2023 but we have postponed this for the time being due to budget constraints.
- We said we would use our materiality assessment to refine our targets for 2023.

## What we did

- Refined and set our strategic sustainability targets for 2023-2025

## What we're going to do

- Engage our key stakeholders in our social and environmental performance, through a formal engagement plan.

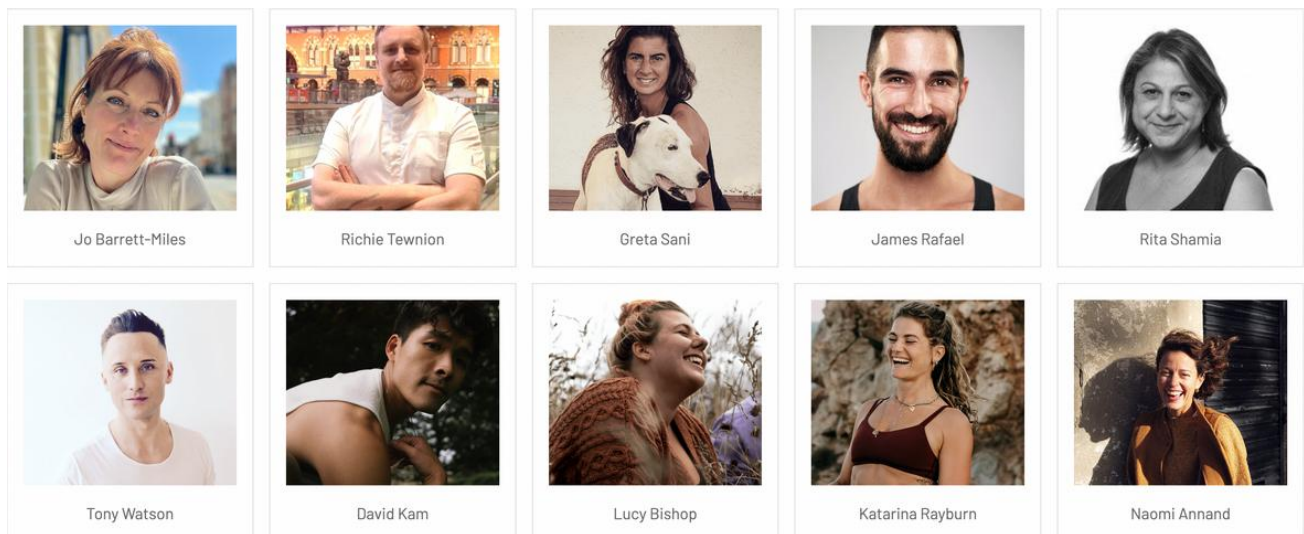




Our goal is that Reclaim Yourself is an inclusive and welcoming workplace representative of the world we love to visit.

As an owner-led business, the people that we work with to deliver our retreats are vital. We are collectively responsible for achieving our vision of people and places made better through carefully curated, personalised yoga retreats in extraordinary places..

Reclaim Yourself now has 20 strong team of people, including 2 retreat hosts along with 3 part time support roles and an Advisory Board.



***2023 was a holding steady year; we focused on engaging our team in our vision and purpose, taking time with each member to get feedback and to share our values.***







## Women in Travel Mentorship Programme

This year Jools completed a business mentorship programme through Women in Travel CIC.

The aim of the mentorship programme was to support Jools on her business scaling journey.

At the end of the mentorship Reclaim Yourself had a comprehensive Operations Manual and a list of potential new roles, job descriptions and training resources, so that as and when the finances become available we'll be able to recruit and scale effectively.



Jools on stage talking about her mentorship experience at the IWTTF conference in June 2023

## What we said we would do

We said we will recruit some new team members which would give us an opportunity to develop a diversity statement and set new diversity targets.

## What we did

Following our certification, we rolled out a revised Team Handbook to bring all the team up to date on what it means to be part of a B Corp.

We began to grow our team, taking on 3 part time operational roles within the team. The impact of this was that Jools was able to delegate around 20 hours a week of work that she was previously doing herself.

We agreed on a diversity statement and set a target to carry out an equity audit of our retreat team in 2025 and to set targets to increase underrepresented people in line with UN Sustainable Development Performance Indicators in 2025.

***We are an inclusive and welcoming workplace, and we want our team to be representative of the world we love to visit. This includes representation in the people who deliver our retreats, from chefs and yoga teachers to our local hosts.***

## What we're going to do

In 2024 we will be recruiting 10 new team members, including Retreat Leaders, Yoga Teachers, Chefs, and Massage therapists to work on our 2024 and 2025 retreats. We are also looking into the possibility of employing our first part time staff member in 2025.



Our goal is that the people and places that host our retreats and the communities that depend upon them are empowered through our partnerships.

This Impact Topic covers supply chain management, corporate citizenship and justice, equality, diversity and inclusivity.

## What we said we would do

In 2022 we wanted to transform our NHS retreats into a funded programme.

## What we did

- We decided that we did not have the capacity to diversify our work into providing funded programmes for NHS workers so we ran our final NHS retreat in the summer.
- Taking lessons from the previous year, we put in place more robust processes to assess our partners. We have some brilliant new partnerships rolling out in 2024 and 2025.
- 100% of our partners completed our supplier screening forms in 2023. However, we did still encounter a disappointing scenario with a location not being honest with us. We arrived to find their much-promoted solar panels unused and a generator pumping away. The place was also not locally owned and the local staff who were employed there were clearly unhappy. This is another lesson learned about taking care in choosing who we work with.

## What we're going to do

- All of our activities and excursions will be designed to have a positive impact on the local people and places, such as supporting conservation, financial empowerment, education, and cultural exchange.
- We are going to launch a new lower impact, invite only retreat for smaller groups of guests who want to explore a location in a less structured way. This will involve working with our local teams to visit untouristed places, staying with local families and experiencing a deeper immersion into the culture. These retreats will have a lower carbon impact, with more shared rooms in local guest houses and farmstays.
- We plan to expand our wellness activities beyond yoga on these trips and experiment with the wellness outcome. Plans are in place for this in Japan, Mongolia and Bhutan and demand is already high.

In 2024, 89% of our retreat locations will be family run and locally owned businesses.

We'll be working with 18 different retreat locations in 2024.

## 2026 Target

100% of our retreat venues will be either independently owned or community-based projects and the majority will be small family businesses.

# Customers



Our goal is that at the end of each retreat, every single guest feels physically and mentally better than when they arrived.

## Measuring Outcomes - Guests

We use a carefully designed Guest Experience form to ask our guests if they feel physically and mentally better at the of their retreat.

We get high scores on this question but we thought it would be useful to consider those who don't give us a high score and what more we can do to support them.

Even though these people are a minority, they offer us an opportunity to improve our work.



Reclaim Yourself's owner Jools checking in with guests on their way to Tiger's Nest in Bhutan

*"My Japan retreat gave me perfect moments in beautiful, out-of-the way places and unique insight into a country and culture in the company of truly engaging guides. I genuinely feel happier, more positive and clearer-headed than when I left." Nick, April 2023*

## What we said we'd do

- Measure our impact more effectively

## What we did

- Engaged with our retreat teams and Advisory Board to fine-tune the questions on our Guest Experience form.
- Adapted the way we measure results from our Guest Experience form to adopt the Net Promoter Score (NPS)\* methodology, for one key question.

## What we are going to do

- Work with our teams to explore our "detractors" (those who score under 6 for this question) and review opportunities to improve their experience.
- Add a section in our welcome packs and create a series of pre-retreat emails about our social and environmental impact.

72

In 2023, we scored 72 on a single guest survey question, asking if our guests agreed that they **felt physically and mentally better at the end of their retreat.**

\*NPS= % of Promoters — % of Detractors.  
72+ or higher is in the top quartile of goods and service companies.

**Our 2025 target is to score 80 for our single survey question tracking the short-term outcome of our guests' experience on retreat.**



Our goal is to minimise our impact on the climate, ecosystems and biodiversity in line with thresholds, as well as to do our part to regenerate the natural world we visit.

## What we said we'd do

- Track our total carbon emissions
- Review our offsetting programme and implement carbon reduction programmes
- Develop targets to increase our positive impact in each place we work

## Our carbon emissions:

2019 419 tonnes

2020 3 tonnes

2021 65 tonnes

2022 301 tonnes

2023 229 tonnes

## What we did

In 2023, we moved away from our offsetting programme with Ecologi and began a new partnership with the B Corporation [Goodwings travel](#). This meant that our team and guest travel bookings would generate commission which Goodwings invest in quality carbon projects.

We began rolling this out in August 2023 with mixed success. Their booking platform had technical problems and there were some key staff changes at Goodwings that impacted their support for us, so our team and guests have had complications when booking their travel. We are reviewing our options before renewing but for 2023 our carbon project investment budget has been invested in this programme.

As part of the assessment of our material impacts, we reviewed our targets to ensure we are focussing on the impact that will achieve our purpose, vision and mission. We replaced our Responsible Retreat strategy a sustainability roadmap, which is summarised on the [People, Places and Planet](#) page on our website. This has helped us focus on impactful progress.

## What we are going to do

As the business is growing, we expect our emissions to increase. We remain committed to tracking and reducing our emissions wherever possible and incentivising our guests to choose low carbon travel options. We will continue to measure and manage our emissions by offering more retreats with non-flying options, increased use of EV's in-country, more shared transfers, along with more locations running on renewable energy and employing more local suppliers so there is less team travel.

**Our target** is to become a carbon net zero business by 2040. **Our 2025 target** is to compare scope 3 emissions hot spots with climate risk regions that we operate in and to research potential projects to support for maximum carbon sequestration and community benefit.